

MEMORANDUM

May 22, 2009

TO: George Griffin, Director, Department of Liquor Control

FROM: Chris Cihlar, CountyStat Manager

SUBJECT: Department of Liquor Control Performance Review

The following items were identified for follow up during the May 22, 2009 CountyStat meeting:

1. For headline measure #1 (annual growth in DLC retail and wholesale sales), develop submeasures that break out retail and wholesale sales separately.
Responsible party: Department of Liquor Control (DLC)
Other parties involved: CountyStat
Deadline: October 5, 2009
 2. Adjust headline measure #6 (sales per retail associate in millions of dollars) to reflect actual WYs.
Responsible party: DLC
Other parties involved: CountyStat
Deadline: October 5, 2009
 3. Combine headline measures 7 and 8 into one measure.
Responsible party: DLC
Other parties involved: CountyStat
Deadline: October 5, 2009
 4. Benchmark headline measure #7(percent of licensees that fail compliance checks) against jurisdictions with a similar policy and program.
Responsible party: DLC
Other parties involved: CountyStat
Deadline: October 30, 2009
 5. Develop a long-term strategy to reengineer the wholesale purchasing process. In the short term, develop a process to track special orders, and offer an option of Fedex to wholesale customers.
Responsible party: DLC
Other parties involved: CountyStat
Deadline: March 1, 2010
 6. Develop a web strategy with the goal of improving DLC's retail marketing approach.
Responsible party: DLC
Other parties involved: CountyStat
Deadline: March 1, 2010
- cc: Timothy Firestine, Chief Administrative Officer
Fariba Kassiri, Assistant Chief Administrative Officer